

WWE

**WOMEN'S
ENTREPRENEURSHIP
SYMPOSIUM**

2020

March 3, 2020

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UNITED STATES
PATENT AND TRADEMARK OFFICE

Women's Entrepreneurship Symposium 2020

March 3, 2020

Program

12:30 - 1:00 p.m.	Registration		3:45 p.m.	Panel Discussion Developing a Network for Success	Moderator Valencia Martin Wallace, Deputy Commissioner for International Patent Cooperation, USPTO
1:00 p.m.	Welcome	Laura Peter, Deputy Under Secretary of Commerce for Intellectual Property and Deputy Director of the U.S. Patent and Trademark Office (USPTO)			Panelists Elizabeth Dougherty, Eastern Regional Outreach Director, USPTO Erika Jefferson, President and Founder, Black Women in Science and Engineering (BWISE) Erin Kelley, Co-Director of STEM to Market, Association for Women in Science (AWIS) Tiffany Spearman, Head of Strategic Partnerships and Outreach, Black Girl Ventures
	Panel Discussion: Advancing the Role of Women in IP	Lisa Jorgensen, Executive Director, AIPLA Jessica Landacre, Executive Director, IPO Lisa Dunner, Managing Partner, Dunner Law, PLLC and Commissioner, ABA Commission on Women in the Profession			
1:50 p.m.	Keynote	Introduction Sean Wilkerson, Innovation Development Program Manager, USPTO Keynote speaker Tiffany Norwood, CEO, Tribetan	4:45 p.m.	Closing Remarks	NaThanya Ferguson, Supervisory Innovation Development Program Manager, USPTO
2:45 p.m.	Panel Discussion: Connecting Entrepreneurs to Resources and Support	Moderator Sarah Harris, General Counsel, USPTO Panelists Margot Dorfman, CEO and Co-Founder, U.S. Women's Chamber of Commerce Dr. Narcrisha Norman, Founder and Chief Research Advisor, STEM-Time ROC Nina C. Roque, Executive Director, National Women's Business Council Jim Silbermann, Senior Counsel for Enrollment and Intellectual Property Legal Services, USPTO	4:50 p.m.	Resource Booths and Networking	

Laura A. Peter

Laura Peter is the Deputy Under Secretary of Commerce for Intellectual Property and Deputy Director of the United States Patent and Trademark Office (USPTO). She is the principal advisor to the Under Secretary of Commerce for Intellectual Property and Director of the USPTO, and responsible for all agency operations. This includes oversight for the five USPTO Regional Offices, managing 13,000 employees, and executing the policies, priorities, and programs for an annual budget of \$3.5 billion.

Prior to joining the USPTO, Ms. Peter was the Deputy General Counsel of A10 Networks, a publicly-traded IT company where she oversaw daily legal matters related to commercial agreements, litigation, and intellectual property (IP) portfolio development. In 2014, she helped shepherd the company through its initial public offering.

Ms. Peter has practiced IP law for over 20 years. Previously, she was Vice President and General Counsel of Immersion Corporation, where she led all aspects of the company's legal issues, including its IP portfolio. She was also Assistant General Counsel and Director of Intellectual Property at Foundry Networks, where she built a successful patent portfolio and litigation program. She began her career as a commercial and IP litigator at Townsend, Townsend and Crew (now Kilpatrick Townsend & Stockton LLP).

Ms. Peter received a Bachelor of Science in industrial engineering from Cornell University and a master's in public policy from the University of Chicago. She also holds a Juris Doctor from Santa Clara University School of Law and a Master of Law degree in international business law from King's College London.

Sarah Harris

As the USPTO's General Counsel, Sarah Harris is the principal legal advisor to the Under Secretary of Commerce for Intellectual

Property and Director of the USPTO. She supervises the provision of legal advice and court representation on intellectual property and administrative matters for the agency. Ms. Harris is responsible for providing legal advice on patent, trademark, and copyright matters as well as administrative issues such as government contracts, personnel, and budgetary matters. As necessary, she coordinates with the Department of Justice, Department of Commerce, and other agencies in developing the U.S. position on major intellectual property cases before the Supreme Court and Courts of Appeals.

Prior to joining the USPTO, Ms. Harris served as Senior Vice President and Deputy General Counsel, Intellectual Property at AOL, Inc. and Associate General Counsel, Intellectual Property at Cooper Industries, Ltd. where she interpreted intellectual property legislation and case law to establish and manage the implementation of global corporate strategies for capturing, protecting, and exploiting intellectual property to complement corporate initiatives. She has extensive experience in managing all types of intellectual property litigation and administrative proceedings (including patent, trademark, copyright, and domain name), intellectual property transactional issues, patent and trademark asset protection and monetization, and ethics and compliance issues. During her time with Haynes and Boone, LLP, Ms. Harris counseled clients on all aspects of protecting intellectual property, including patent acquisition and strategic portfolio development, licensing, litigation, and technology and investment transactions. She drafted and filed numerous patent and trademark applications and freedom to operate opinions.

Ms. Harris has been active in industry bar organizations and is a frequent presenter on intellectual property issues to senior executives, business clients, and industry stakeholders. She was the President of the Houston Intellectual Property Law Association

and on the Executive Committee of the Association of Corporate Patent Counsel. Ms. Harris received her Bachelor of Science in electrical engineering from Texas A&M University and her Juris Doctor from the University of Houston Law Center.

Valencia Martin Wallace

Valencia Martin Wallace is Deputy Commissioner for International Patent Cooperation. As Deputy Commissioner for International Patent Cooperation, Ms. Martin Wallace will oversee the Patent business unit's efforts related to the international IP arena. Specifically, she will provide executive leadership on international patent legal issues, work sharing efforts with international partners, information technology solutions supporting international users of the U.S. patent system, the Cooperative Patent Classification (CPC) system, and Patents' international outreach efforts.

Ms. Martin Wallace previously served as Deputy Commissioner for Patent Quality beginning in 2015, where she managed and led the Patent Organization's quality initiatives, including improvement of the high quality of the patent examination process and products by implementing and maintaining a comprehensive quality management system.

Prior to becoming Deputy Commissioner for Patent Quality, Ms. Martin Wallace served as Assistant Deputy Commissioner for Patent Operations from 2011-2015, where she oversaw technology center operations in the software technology area. Ms. Martin Wallace is a graduate of Howard University, where she earned a Bachelor of Science in Electrical Engineering, and The George Washington University School of Law, where she earned a Juris Doctor. She has also received a certificate in Advanced Public Administration from Syracuse University's Maxwell School of Public Administration.

Elizabeth Dougherty

As the Eastern Regional Outreach Director for the USPTO, Elizabeth Dougherty carries out the strategic direction of the Under Secretary of Commerce for Intellectual Property and Director of the USPTO, and she is responsible for leading the USPTO's East Coast stakeholder engagement. Focusing on the region and actively engaging with the community, Ms. Dougherty ensures that the USPTO's initiatives and programs are tailored to the region's unique ecosystem of industries and stakeholders.

A 27-year veteran of the USPTO, Ms. Dougherty previously served as the Senior Advisor to the Under Secretary of Commerce for Intellectual Property and Director of the USPTO. In this role, she worked closely with agency leadership to implement USPTO policies and priorities. She began her career at the USPTO as a patent examiner after graduating from The Catholic University of America with a bachelor's degree in physics. While a patent examiner, she went on to obtain her Juris Doctor from the Columbus School of Law at The Catholic University of America and served as a senior legal advisor in the Office of Patent Legal Administration for a significant part of her career. Over the years, she has also served in the USPTO's Office of Petitions, the Office of Innovation Development, and the Office of Government Affairs.

Ms. Dougherty has dedicated much of her career to the USPTO's outreach and education programs focusing on small businesses, startups, and entrepreneurs. In this effort, she has developed, implemented, and supervised programs that support the independent inventor community, small businesses, entrepreneurs, and the intellectual property interests of colleges and universities. Similarly, Ms. Dougherty has spearheaded a number of special projects with federal, state and local governments, and private organizations to promote and support invention and innovation in the United States.

Ms. Dougherty is a member of the Virginia Bar, the Giles S. Rich American Inn of Court, the Pauline Newman American Inn of Court, the American Bar Association, the Federal Circuit Bar Association, the American Intellectual Property Law Association, the Patent and Trademark Office Society, the Supervisory Patent Examiners and Classifiers Organization, Women in Science and Engineering, Federally Employed Women, and the Network of Executive Women.

Margot Dorfman

Margot Dorfman is a visionary leader who has dedicated herself to promoting the economic and leadership interests of women. Her extensive background in business, business ownership, publishing, and nonprofit leadership prepared her to set the vision for the U.S. Women's Chamber of Commerce. She is frequently called upon to provide expert testimony on behalf of women and America's small businesses before the U.S. House and Senate and regularly provides keen insights on women's personal and business economic interests at conferences across the U.S.

The U.S. Women's Chamber of Commerce is a uniquely respected and influential national trade association promoting the advancement of women in work and business. Using a platform of influence, innovation, and opportunity, the chamber works with and for its members to grow successful businesses and careers. Fiercely independent, the chamber has remained free from large corporate and political financial influence, giving the organization the ability to consistently take positions and actions that support women's economic interests.

Ms. Dorfman also serves on the board of directors of the National Association of Small Business Contractors and the American Small Business Chamber of Commerce. Prior to her work with the U.S. Women's Chamber of Commerce, she founded Arizona Women's News, Hispana News, and the Greater Phoenix Chamber Business Connection. She previously

held executive positions with General Mills and other Fortune 500 firms and holds a master's degree in education from Lesley University and a Bachelor of Science in education from Northeastern University.

Lisa Dunner

Lisa Dunner is Managing Partner at Dunner Law PLLC, a Certified Woman-Owned firm in Washington, D.C. She is a past Chair of the ABA Section of Intellectual Property Law, Founding Editor-in-Chief of the ABA IPL's flagship IP magazine, Landslide, and she currently serves as a delegate for the section as well as a commissioner on the ABA Commission for Women in the Profession. She is recognized as one of the world's top 250 women in IP and as one of the top 1,000 trademark attorneys in the world. Ms. Dunner also served a three-year term on the USPTO Trademark Public Advisory Committee.

Ms. Dunner holds a Bachelor of Arts degree from Rollins College and earned her law degree from the John Marshall Law School.

NaThanya Ferguson

NaThanya Ferguson is a supervisory innovation development program manager in the USPTO's Office of the Chief Communications Officer, which focuses on outreach and engagement of independent inventors, small businesses, entrepreneurs, university inventors, and underserved communities across America.

Ms. Ferguson joined the USPTO in 1989. During her 31-year tenure at the agency, she has worked as a paralegal specialist in the Patents technology centers, lead patent analyst for the Patent Reengineering Lab, management and program analyst in the Science and Technology Information Center, contracting officer and technical representative in the Office of Data Management, and project manager in the Office of the Deputy Commissioner for Patent Operations.

Ms. Ferguson has received numerous awards, including a Department of Commerce Gold Medal in 2015 for her contribution to the

innovative and collaborative implementation of the First Inventor to File statutory provisions of the America Invents Act, a Department of Commerce Distinguished Career Award in 2011 for continued outstanding service, and a Silver Medal Award in 1999 for her contribution to the development and implementation of the Patent Reengineering initiative.

Ms. Ferguson holds a Bachelor of Science degree in business and management from Johns Hopkins University and a Master's Certificate in project management from Management Concepts and Regis University.

Erika Jefferson

Erika Jefferson is the President and Founder of Black Women in Science and Engineering (BWISE), an organization focused on bridging the leadership gap for Black women in STEM. She received her MBA from Georgia Tech and her Bachelor of Science in chemical engineering from LSU. She has worked for top companies such as Amoco, BP, Chevron, and Praxair in a myriad of leadership and executive roles ranging from sales and business development to supply chain and operations excellence. Her more than two decades of experience led her across the nation from Chicago, to Greenville, Charlotte, Atlanta, and eventually Houston.

Lisa Jorgensen

Lisa Jorgensen is the Executive Director of the American Intellectual Property Law Association, a national bar association of over 12,000 members and one of the world's leading policy and advocacy organizations in the field of intellectual property.

Ms. Jorgensen has over 30 years of experience in intellectual property. She is an emeritus member of the Association of Corporate Patent Counsel, having previously served as the Secretary of the organization, and she served as Treasurer of the Intellectual Property Owners Association. Ms. Jorgensen is also a former member of the AIPLA board of directors and a current AIPLA Fellow.

Ms. Jorgensen received her Bachelor of Science in biology from Saint Mary's College in Indiana in 1978, her Master of Science in industrial management from Purdue University in 1983, and her Juris Doctor with distinction in 1987 from the John Marshall Law School.

Erin Kelley

Erin Kelley is the Co-Director for STEM to Market, an initiative of the Association for Women in Science (AWIS). She has degrees in international relations (Bachelor of Arts from Mount Holyoke College and Master of Arts from Johns Hopkins University), as well as an MBA in general management and corporate innovation from the University of Virginia. With her unique interdisciplinary background, Ms. Kelley has research, policy, and programmatic expertise in innovation and commercialization, organizational and systemic change, entrepreneurship ecosystems, international development design thinking and product/process development, and instructional design. Through her work at IBM, T. Rowe Price, the National Women's Business Council, and AWIS, Ms. Kelley has improved the business climate and outcomes for women entrepreneurs and leaders.

Jessica Landacre

Jessica Landacre is the Executive Director of the Intellectual Property Owners Association (IPO), a worldwide trade association representing companies and individuals in all industries who own or are interested in intellectual property rights. Ms. Landacre brings a unique perspective to the position as the first woman and MBA graduate to serve as Executive Director in the association's 48-year history. With more than two decades of experience at IPO, she has demonstrated leadership and expertise in association management, resulting in expansive membership growth and the establishment of an affiliated 501(c)3 education foundation promoting the value of intellectual property rights. She shares a vision with the board of directors for expanding IPO's role in creating

meaningful change for improving diversity in the profession.

Narcrisa Norman, PhD.

Dr. Narcrisa Norman is a Program Director in the Division of Graduate Education at the National Science Foundation. She is proud to be a 2018 - 2019 Fulbright Scholar who actively volunteers as a NASA Solar System Ambassador. Dr. Norman contributes as the Founder and Chief Research Advisor of STEM-Time Research and Outreach Collaboration and as the Founder and Donor Liaison for WithPromise.org.

Dr. Norman is a U.S. Army veteran who has enjoyed contributing to and learning from a variety of organizations, including ABET, Howard University, Clemson University, ECPI College of Technology, and the USPTO.

Dr. Norman is currently on sabbatical from Embry-Riddle Aeronautical University Worldwide, where she is Assistant Professor and Research Coordinator in the Dean's office of the College of Aeronautics. In this role, she is active in helping faculty establish successful research portfolios. She holds a Doctor of Science in aerospace engineering from Old Dominion University and both Master and Bachelor of Science degrees in mechanical engineering from Southern Illinois University Carbondale. She enjoys learning and has earned certificates in online education, information technology, and entrepreneurship.

Tiffany Norwood

As a global serial entrepreneur, Tiffany Norwood has done seven start-ups and two IPOs in a career that spans 30 years and more than 50 countries. She did her first start-up as a teenager and had a patent by the age of 23. Her ventures have ranged from the first one-strap backpack, to the automation technology behind self-install kits for broadband internet, to a healthcare clinic in Ethiopia that has treated thousands of patients.

Ms. Norwood is considered one of the pioneers of digital broadcasting and is the only

successful Black female tech entrepreneur of her generation, with a career that started in the 1980s and continues today. In her late twenties, she raised \$670 million to fund WorldSpace, the first global digital satellite radio start-up. WorldSpace launched three satellites covering the globe, bringing digital content to every country on earth. The North American satellite became XM Radio, and both WorldSpace and XM Radio eventually went public. Over 20 years ago, Ms. Norwood also did some of the first ever global digital content licensing deals, starting with Michael Bloomberg (Bloomberg News) and then Phil Kent (CNN International).

Ms. Norwood was an early collaborator with the Fraunhofer Institute on their MPEG technologies. In the 1990s, she spent many nights at their original lab in Erlangen, Germany. MPEG Layer-3 and MPEG Layer-4 are now known as MP3 and MP4 and are global standards in compression technology.

Currently, she serves as the Founder and CEO of Tribetan, an ed-tech company that teaches the skillsets of entrepreneurs and innovators, including persuasive storytelling, collaboration, endurance, and cultivated optimism, which are as critical for future success as literacy was generations ago. The Tribetan Method, also known as the science of turning imagination into reality, is a seven-step process for making ideas and goals real.

Ms. Norwood is a highly respected and sought-after global speaker on entrepreneurship, innovation, and imagination. She has spoken around the world at venues including the USPTO, the Newseum, the European Parliament, Cornell University, the Italian Parliament, Platform Summit, University of South Carolina, Global Entrepreneurship Week, Dev4Ethic, Howard University, KPMG UK, Center for American Studies, the Creative Business Cup, the Mexican Embassy, NYU, and many others. Her most iconic performances are "The Power of We," "The ROI of Faith," and "Hermione Rising."

Ms. Norwood has an MBA from Harvard and a bachelor's degree in economics with a concentration in statistics and electrical engineering from Cornell University. Her ultimate dream is that the entrepreneur and innovator skillset of turning ideas into reality becomes as well-known as reading, writing, and math.

Nina C. Roque

Nina Roque serves as the National Women's Business Council's (NWBC) Executive Director and Designated Federal Officer. In her role, she is the official liaison between the Council and the Small Business Administration (SBA). She also provides strategic advice and counsel to the council members regarding policy priorities, and initiatives in support of women entrepreneurs. She leads NWBC's professional staff to effectively execute and deliver the council's advice and policy recommendations to the president, Congress, and the SBA.

Previously, Ms. Roque served as Special Assistant to the U.S. Secretary of Labor, where she served as the department's liaison to public stakeholders on the administration's priorities including women in the workforce, apprenticeships, and the opioid crisis. Prior to that role, Ms. Roque led the Washington, D.C. office of the Congressional Hispanic Leadership Institute, a non-profit, non-partisan organization that focuses on youth development and leadership, public service, and corporate responsibility. During that time, she spearheaded the organization's external engagement and public policy portfolio.

Before making the move to Washington, D.C., Ms. Roque was an associate attorney at a law firm in Raleigh, North Carolina, where she counseled and defended businesses of all sizes, including at the appellate level. She also served as a law clerk to the Chair of the North Carolina Industrial Commission, a quasi-judicial agency in the State of North Carolina that administers the Workers' Compensation Act and Tort Claims Act for the state. She holds a Bachelor of Arts degree in political

science and criminology from Florida State University, and a Juris Doctor from Hofstra University School of Law.

Throughout her career in the public, private, and non-profit sectors, Ms. Roque has dedicated herself to the advancement of the American workforce. She is a second-generation Cuban American who is passionate about mentoring youth leaders, empowering the American worker to succeed, and fostering a free and prosperous economy that advances women entrepreneurs.

Jim Silbermann

James M. Silbermann is the USPTO's Senior Counsel for Enrollment and Intellectual Property Legal Services in the Office of Enrollment and Discipline. He leads a team of attorneys that is responsible for all aspects of enrollment to practice before the USPTO, including development of the registration examination to measure an applicant's knowledge of patent law and practice. He oversees and manages the USPTO Patent Pro Bono and Law School Clinic Certification Programs, and he is also responsible for Office of Enrollment and Discipline rulemaking and other non-disciplinary matters.

Prior to becoming Senior Counsel, Mr. Silbermann was a staff attorney in the Office of Enrollment and Discipline handling enrollment and discipline matters and also supervising the Law School Clinical Certification Program. Before joining the USPTO in 2005, Mr. Silbermann worked at the law firm of Dickstein Shapiro Morin & Oshinsky LLP in Washington, D.C. and the Washington, D.C. office of Foley & Lardner LLP, where he specialized in intellectual property acquisitions, patent litigation and prosecution, and client consultation.

Mr. Silbermann received his Bachelor of Science in chemical engineering from the University of Maryland, College Park, and his Juris Doctor, magna cum laude, from The Catholic University of America Columbus

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- Learn how to use your IP to achieve success from accomplished innovators, inventors, entrepreneurs, and business owners
- Learn about resources available to assist you throughout the innovation ecosystem
- Receive valuable information to assist with developing an IP strategy from IP and business experts
- Network with other attendees and presenters

Registration coming soon: For more information or to be added to our email list for Invention-Con updates, email InventionCon@uspto.gov

